

Total No. of Printed Pages—8

1 SEM TDC BUCN-1 (G/S)(N/O)

2-0-1-5

(November)

COMMERCE

(General / Speciality)

Course : 101

(Business Communication—I)

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

(New Course)

Full Marks : 80

Pass Marks : 24

1. Select the right alternative : $1 \times 4 = 4$

(a) Ability to communicate effectively

(i) is inborn

(ii) can be developed

(iii) cannot be developed

(2)

- (b) Interaction among members of the same organization is called
- (i) formal communication
 - (ii) internal communication
 - (iii) external communication
- (c) Multinational corporation with global operations employ people from
- (i) Western countries
 - (ii) developed countries
 - (iii) different countries
- (d) To excel in Group Discussion, it is important to develop
- (i) listening skills
 - (ii) interactive skills
 - (iii) speaking skills

2. Write 'True' or 'False' :

$1 \times 4 = 4$

- (a) Encoding is the process of interpreting the message.
- (b) Advertising, media interaction and **public relation** fall mainly within the **domain of corporate** communication.

(c) Every presentation normally ends with a question and answer session.

(d) The physical presence but mental absence can be defined as active listening.

3. Write answers to the following questions in about 100 words each : $4 \times 4 = 16$

(a) Account for the importance of audience analysis with reference to the communication process.

(b) How can grapevine be effectively used?

(c) State briefly the skills needed to make presentations effective.

(d) What are the factors that have added cross-cultural dimension to business communication?

4. (a) Distinguish between communication and effective communication. In what ways can communication be made effective? $5+6=11$

Or

(b) What do you mean by a communication model? Explain the SMCR model of communication developed by David Berlo. $4+7=11$

(4)

5. (a) Explain briefly the various forms of internal and external corporate communication. $5+6=11$

Or

- (b) Enumerate briefly any four barriers to communication, Suggest six ways to overcome communication barriers. $4+7=11$

6. (a) What are the ten commandments of good speaking? Discuss any two in detail. $4+7=11$

Or

- (b) What are the objectives of Group Discussion? Assess the importance of group discussion as part of selection process. $4+7=11$

7. (a) What is the importance of listening skills in a business organization? How are those skills useful in dealing with customer complaint? $4+7=11$

Or

- (b) What are the reasons behind miscommunication? Suggest some ways to overcome miscommunication. $4+7=11$

(5)

8. (a) What are the stages in writing a business letter? What are the essential qualities of a good business letter?

6+6=12

Or

- (b) What is a memo? For what purposes are memo used? You are the Managing Director of ABC Limited. Draft a memo to the Customer Relations Officer for not attending to a customer complaint.

6+6=12

(Old Course)

Full Marks : 80

Pass Marks : 32

1. Select the right alternative :

1×4=4

- (a) Communication network in any organization is

- (i) internal and external
- (ii) verbal and written
- (iii) oral and non-verbal

(b) Interactive meetings can be held through videoconferencing by a group of people and individuals in

(i) same location

(ii) distant location

(iii) different locations

(c) Sales presentations are designed and delivered with a view to

(i) inform about the products

(ii) build goodwill

(iii) persuade the prospective buyers

(d) Multinational corporation with global operations employ people from

(i) Western countries

(ii) developed countries

(iii) different countries

2. Write 'True' or 'False' : 1×4=4

(a) Upward and downward flow of messages constitute vertical communication.

(b) Body language is not effective in presentation.

- (c) Listening is a significant part of any communication process.
- (d) Modern business operations and organizations are not confined to local limits.
3. Write answers to the following questions in about 100 words each : $4 \times 4 = 16$
- (a) Distinguish between oral communication and written communication.
 - (b) How can grapevine be effectively used?
 - (c) What is videoconferencing?
 - (d) Why do organizations conduct surveys?
4. (a) What are the advantages and disadvantages of written communication? 14
- Or*
- (b) What are the types of business communication? How can there be better communication in an organization? $7+7=14$

5. (a) What is vertical communication?
Explain its characteristics and advantages. $7+7=14$

Or

- (b) What is corporate communication?
Explain its themes. $7+7=14$

6. (a) What is presentation? What is sales presentation? What are the various types of presentations? $2+2+10=14$

Or

- (b) What is meant by communication barriers? Explain psychological and organizational barriers to communication. $4+10=14$

7. (a) What is Kinesics? What is Proxemics? "Verbal communication is more important than nonverbal communication." Discuss. $2+2+10=14$

Or

- (b) Describe the various types of listening.
How can listening be improved? $4+10=14$

★ ★ ★